

The bottom line

Reduce Operating Costs

- Apartment turnover costs can be nearly seven times greater when smoking is allowed. (See chart.)
- Some insurance companies offer discounts for having a 100% smoke-free policy.

Be Recognized

- Nearly 75% of Iowans surveyed said they would choose a smoke-free apartment building. Property owners and managers with smoke-free policies in Iowa can add their name to the Iowa Smoke-free Housing Registry—the place for prospective tenants to shop for smoke-free options.
- Properties with smoke-free policies can download sign designs from the [Smoke-Free Homes](http://Smoke-FreeHomes.org) website. Materials include large yard signs to advertise vacancies, permanent metal signs for driveways and buildings, window clings, and more.

Save on Other Expenses

- Reduced insurance claims for fire damage means fewer deductibles and lower premiums.
- Properties with 100% smoke-free policies spend less on litter control.

Take Advantage of Legal Protection

- Lawsuits related to secondhand smoke exposure in housing include those filed under disability laws such as the Fair Housing Act. A smoke-free policy can benefit property owners who might otherwise be subject to legal claims from tenants with pre-existing physical conditions aggravated by secondhand smoke.
- Remember that smoking is not a protected activity or right under any state or federal law.
- Smoke-Free Homes has a free sample policy addendum that you can use for new and renewed leases.

Cleaning and damage to interior fixtures really affects your bottom line. Here's a comparison.

	Non-Smoking	Light Smoking	Heavy Smoking
General Cleaning	\$ 240	\$ 500	\$ 720
Paint	\$ 170	\$ 225	\$ 480
Flooring	\$ 50	\$ 950	\$ 1,425
Appliances	\$ 60	\$ 75	\$ 490
Bathroom	\$ 40	\$ 60	\$ 400
Total	\$ 560	\$ 1,810	\$ 3,515

Data collected and reported by Smoke-Free Housing New England, 2009.

Iowa's Smoke-Free Homes project has experts on smoke-free housing in many areas of the state. Call 1-800-798-0203 to learn more.